

**Ms. Hind Abdul Hamied Seddiqi**  
**Vice President of Marketing**  
**Ahmed Seddiqi & Sons**  
**Dubai, UAE**

Hind is a role-model for Emirati women in the workforce – breaking with tradition to become the first female family member to join the corporate office of Ahmed Seddiqi & Sons.

The dedicated mother is the daughter of Abdul Hamied Seddiqi and a third generation member of the Seddiqi family. She is also a member of the Ahmed Seddiqi & Sons Executive Committee.

Communications is Hind's forte, and she has traveled the world to learn about the art of fine watches.

Hind attained a Bachelor of Arts in Mass Communications at the American University of Sharjah, working part-time at a Public Relations agency to gain practical experience.

After graduating, Hind joined her father in the corporate office of Ahmed Seddiqi & Sons, with a humble beginning as an intern; Hind's vision saw her rise through the company.

Hind developed a comprehensive plan to head up the company's Marketing Department, overseeing all marketing and promotional activities for the flagship chain which retails more than 90 per cent of the world's renowned luxury watch brands.

One of the lynchpins to success has been educating the market on the art of watchmaking, particularly the craftsmanship, quality and precision which goes into the creation of each luxury watch.

In her spare time, Hind enjoys travelling with her family and one of her favourite destinations is Italy.